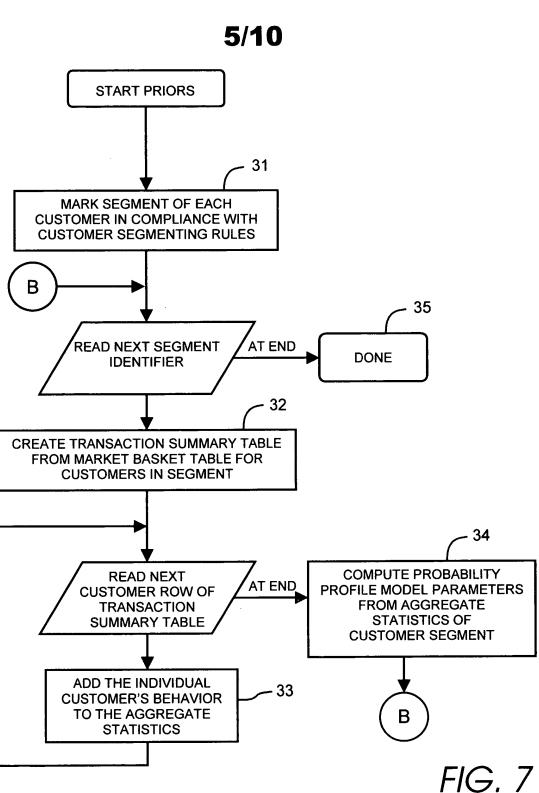
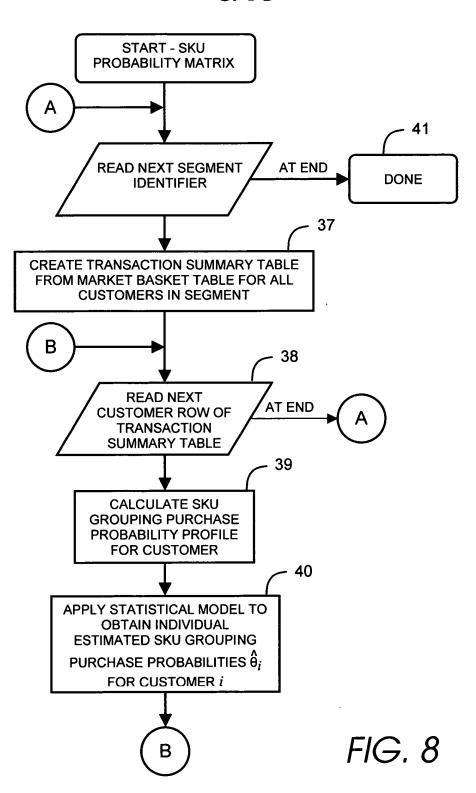
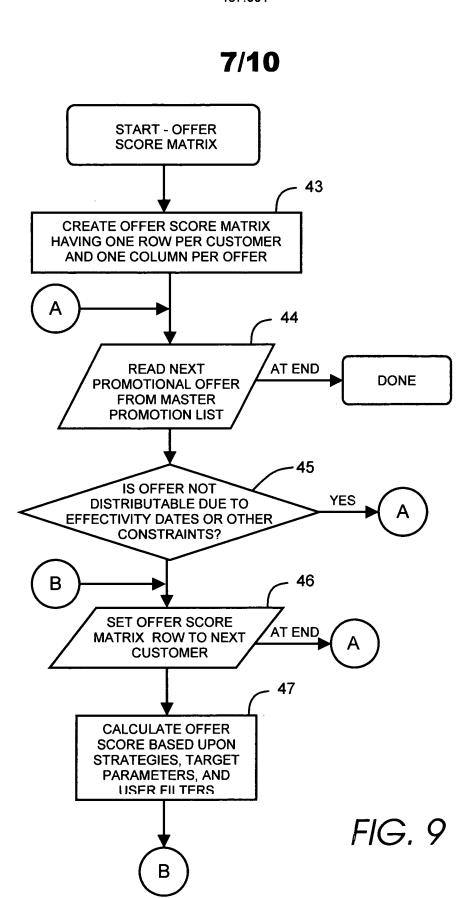
High-Precision Customer-Based Targeting by Individual Usage Statistics Wasserman *et al.* 167.001



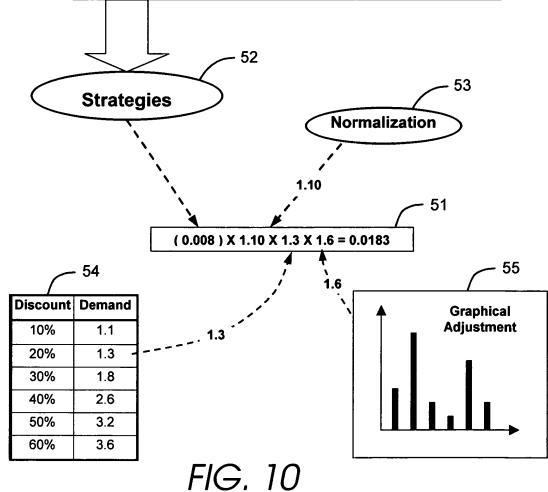


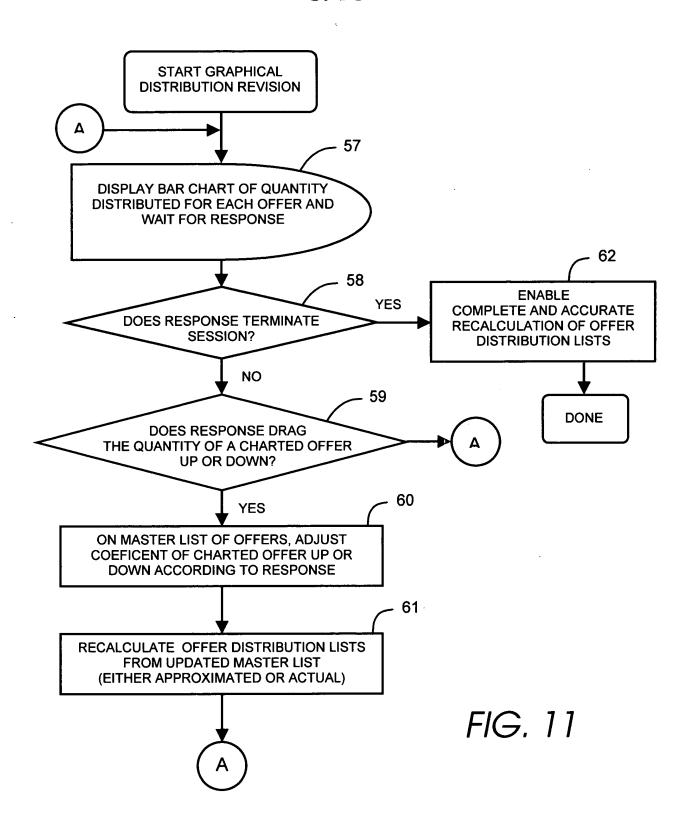




TRANSACTION SUMMARY TABLE

Customer	Baskets	SKU-1	SKU-2	SKU-3	SKU-4	SKU-5	SKU-6
1001	35	12	3	4	0	2	8
1002	10	3	1	2	1	0	3
1003	21	6	1	2	2	1	6
1004	26	5	4	4	2	0	7
1005	11	2	0	0	1	0	3





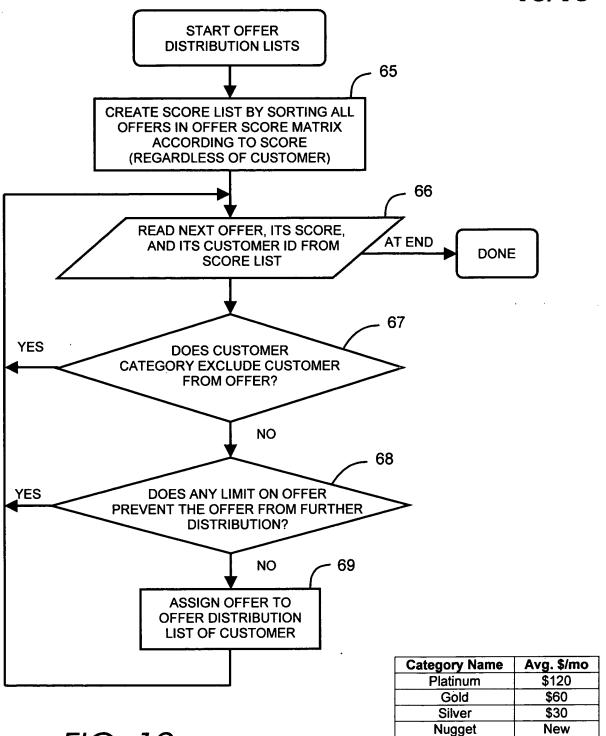


FIG. 12

FIG. 13